

Helping Industry Help the World



It takes a lot of products to satisfy the needs of five billion people. The world's manufacturers meet the challenge by relying on advanced processes. Automated processes that turn out food, paper, automobiles, pharmaceuticals, and thousands of other products consumed every day.

Rockwell Automation teams with industry to keep the world's factories running at top production. With more than 500,000 automation products — including logic controls, motors, sensors, software and mechanical power transmission systems — from such brand names as Allen-Bradley, Reliance Electric, Dodge and Rockwell Software.

And to ensure you the greatest value for your automation investment, our global support network of more than 5,000 people is ready to offer you training, service and sales assistance.

Five billion people make a lot of demands on the world's manufacturers. But with Rockwell Automation, producers won't face the challenge alone.

To learn more about our capabilities see us at **NIA Booth #6109** or call **1-800-455-8234, ext. 0558**.



Introducing the Hottest Long-Term Investment Strategy To Hit the Market.



The Automation Investment Life Cycle™ model.

Today's automation technology market offers a profusion of attractive investment opportunities. So many, that you could easily assemble a portfolio which ignores your business objectives. Savvy producers have found that the key

to making prudent automation decisions lies in following a solid investment strategy. Specifically, Allen-Bradley's Automation Investment Life Cycle strategy. It's an approach that puts you in better control of your investment decisions by helping you weigh your options against your objectives. It moves you beyond short-term gains to long-term

benefits. And creates a real competitive advantage as it works to spiral you onward and upward — ahead of your competitors.

If you're interested in yielding significant dividends from your automation investment, here's a tip: Call **1-800-223-5354, ext. 0037**. Ask for our White Paper. And build yourself a stronger automation portfolio.

In Automation, Success Belongs to Those Who Map Out Their Course in Advance.



The Automation Investment Life Cycle™ model.

Making an automation investment is like taking a journey. You can hit the road running and experience an onslaught of one-ways, dead ends and detours. Or, you can do a bit of upfront planning and select a smooth, proven course — devoid of common pitfalls.

We've found that leading producers are following such a course. A benefit-rich path based on a sound, time-tested strategy known as the life cycle.

It's this bold, market-driven strategy that pushes producers to take a comprehensive look at their automation investments. A strategy that curbs the urge to sacrifice long-term yields for short-term gains. A strategy that Allen-Bradley calls the Automation Investment Life Cycle™ model.

We define the Life Cycle in six discrete stages. Stages that, if followed correctly, can spiral you onward and upward, ahead of your competitors.

If you're planning to head down the automation investment highway any time soon, you may want to take a glance at our new White Paper: *Maximize System Performance with The Automation Investment Life Cycle*. To get your free copy, dial **1-800-223-5354, ext. 0037**.